

YOUR WEEK IN CHINA'S CAPITAL

今日北京

## BEIJING TODAY

HTTP://BEIJINGTODAY.COM.CN/

## Wearable Devices Target Children

Sogou and 360 found the first audience to embrace wearable smart devices: kids. **Page 4**



## Society Against Student Entrepreneurs

Schools, parents and society stand in the way of young business owners. **Page 5**



## Rockwell's Christmas Spirit

Find the holiday spirit in Norman Rockwell's classic art. **Page 6**



## City Wants to Save Skyline

China's skyline is home to pants, long johns, toilet seats and genitals: now city officials say "no more."

An obsession with creating landmarks has turned many cities into a proving ground for strange architectural designs, many of which were rejected abroad. **Page 2**



## Subways Publish New Station-to-Station Fee List

BY LI RUIQI

Zhizhonglu Subway Station became the first subway location to post the new pricing table for public transportation on December 13.

The complex chart lists the exact cost from Zhangzizhonglu to any other stop on the subway network.

All stations will display a similar price table by December 28, a spokesperson for the subway company said. Passengers can also check ticket prices using the Beijing Subway app or the official website at bjsubway.com.

The new rates will bill trips within 6

kilometers at 3 yuan and trips between 7 and 12 kilometers at 4 yuan. Commuters who travel up to 22 kilometers will pay 5 yuan, and those who travel up to 32 kilometers 6 yuan. Each additional 20 kilometers on the network will cost 1 yuan.

Distance will be rounded to facilitate calculation. Both 22.4 and 21.6 kilometers would be billed as 22 kilometers.

"The furthest one can ride on the subway today is 88 kilometers, meaning the cost of a single ticket peaks at 9 yuan," a spokesperson for the subway said.

Cardholders who spend 100 yuan during the month will save 20 percent on their trips during the remainder of the

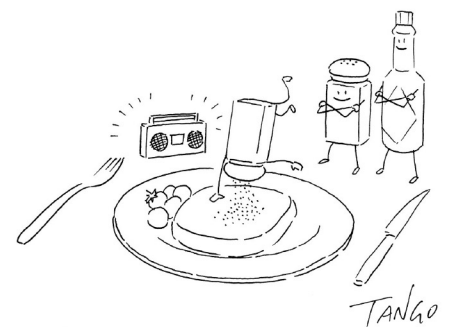
month. The discount drops to 50 percent after spending 150 yuan.

"For example, if it costs you 5 yuan to travel from your home to office, then the 21st time you take the subway will cost you 4 yuan for a single trip. And the 34th time you take the subway it will fall to 2.5 yuan," the spokesperson said.

Single tickets are only valid for 4 hours after sale. Passengers who spend longer on the subway will have to pay an additional fee to depart the subway and exit the station.

The network plans to open 30 new windows along the network where passengers can pay the additional fee. ■

## BREAKFAST



Comics by Tango (©tango2010)





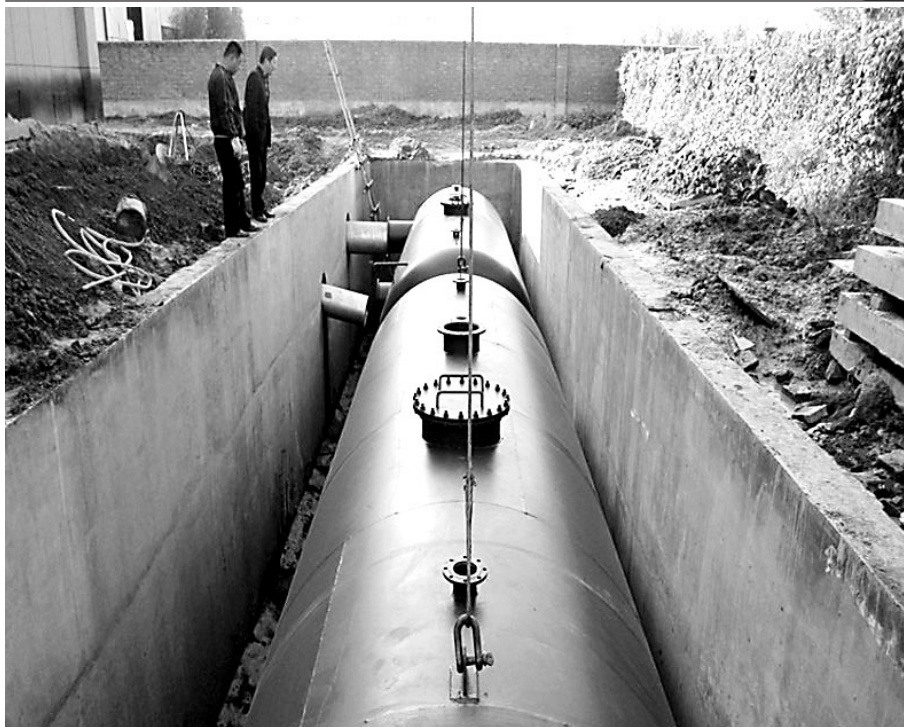


Photo by hc360.com

# 100,000 Gas Stations at Risk of Seepage

BY LI RUIQI

**L**iang Yuchen, a farmer in the Village of Shili in Yuzhou, Henan province, was astonished when brown water that reeked of petroleum came out of his well earlier this month. A local environmental monitoring station tracked the source of the polluted water to a gas station some 50 meters from Liang's home.

"The water is absolutely undrinkable. I can't even use it to water plants," Liang said.

Liang is not the first to suffer water table contamination from a neighboring gas station. Some 18 tons of gasoline leaked from the tanks of a Sinopec gas station into the water table in Tongren, Guizhou province on November 6.

Similar leaks were reported in more than 11 provinces including Hubei, Fujian, Zheji-

ang, Shandong and Hunan in 2013.

A sample investigation by the Chinese Science Academy in 2010 found that 85 percent of the underground water samples collected in Tianjin were found to contain petroleum hydrocarbon. The cancer-causing polycyclic aromatic hydrocarbon was also detected in 79 percent of the water samples.

In 2007, 20 out of 29 gasoline stations in southern Suzhou were found to be leaking when surveyed by an independent researcher from the Geological Science Academy of China.

Experts say the amount of gasoline leaking from buried tanks has been seriously underestimated. The reported leaks may only be the tip of the iceberg: as many as

100,000 gas stations across the nation are at risk of similar seepage.

"Such massive leaks were never detected in gas stations in the past," said Li Yonghao, the director of an environmental team in Yuzhou, Henan province. "The contamination might be caused by slow underground seepage."

The steel used to build gasoline tanks in China is expected to corrode at a rate of 0.05 and 0.5 millimeters per year. If the steel corrodes at the fastest rate, gas will eat through a standard 6-millimeter-thick tank in only 12 years.

Government regulations require gas stations to inspect and replace their tanks only once every 50 years.

"Slow seepage is more dangerous than a sudden leak because it goes unnoticed," said Chen Shengzhuang, director of the Department of Dangerous Chemicals at the Mine Safety Supervision Bureau of Guangdong.

But gas tanks are corroding faster than anyone imagined possible.

The Chinese Corrosion Survey conducted by the Chinese Academy of Engineering found that gasoline seepage often begins within seven years of the tank entering use. As many as 14 percent of the tanks surveyed exhibited significant seepage after 15 years.

The boom in private cars required the construction of many gas stations in the 1990s. Poorly made single-layer tanks were used in many of the stations due to a lack of oversight. Some privately-owned gas stations even used "gas tanks" made from converted chimneys.

Except for those that were replaced when media exposed their leakage, almost all of the tanks buried 20 years ago remain in use today.

"Only a fifth of the tanks have been replaced over the years," said Wang Ning, a professor at the Petroleum and Natural Gas Pipeline Science Research Institute of China.

Detection protocols for standard and double-layer tanks were announced on September 1. However, that protocol is only recommended rather than mandatory for gas station owners.

"We buried a lot of hazards when we began building China's gas station network. Now is the time we are going to have to start paying for it," said Song Guangwu, a researcher at the Environmental Protection Science Research Institute of Beijing. ■

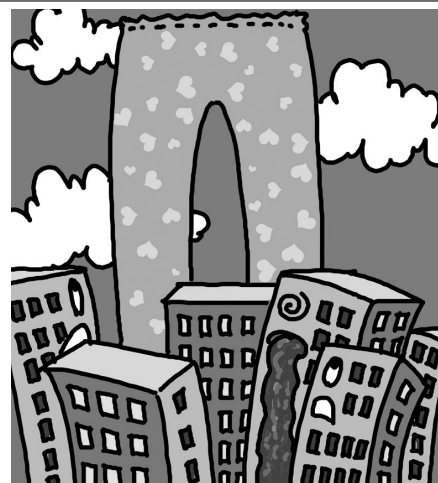


Photo by CFP

## City Clamps Down on Strange Building Boom

BY LYNNE WANG

**U**rban planners met in Beijing on December 2 to discuss the capital's architectural culture and the need to fight the construction of increasingly odd buildings in the Beijing skyline.

"In order to accord with the city's overall design, it's necessary to weigh new constructions in terms of volume, style and material, and to avoid 'strange buildings,'" said by Chen Gang, deputy mayor of Beijing.

China has gained a reputation as a proving ground for strange buildings rejected by the rest of the world. Most grab headlines with their absurdity without giving any thought to harmonizing with the surrounding environment.

Among the most notorious examples are the pants-shaped CCTV headquarters, a toilet-lid shaped building in Zhejiang province and a pair of towers that resemble long underwear in Jiangsu.

Although Beijing had once had a policy that required new buildings to have a gray facade, those rules went out the window when Olympic construction began. Supporters of tighter government control of the skyline blame shortsighted profit seeking for the many unruly structures that "harm the cultural and historic atmosphere of the city."

"When it comes to urban planning, the local authorities only want to establish landmark buildings," said Ma Rong, a reporter for *Southern Daily*. "Any extremely odd building that distinguishes itself from others and gets the public talking is shortlisted for approval," Ma said.

But from the angle of architectural art, it's hard to define "strange buildings."

"Design is an ideology. The value of a design relies on the burst of creativity behind it. But too many constraints can stifle that creativity," said by Fang Yuan, a young architect.

"Prominent buildings need time to be tested. While some of them may look strange at the present, they may become known a masterpieces only several decades from now," he said. ■

## Fame-Seeking Hospital Fakes CCTV Interview

BY DIAO DIAO

**V**isiting the website of Jinan Chinese Medicine Psychiatric Hospital, it's hard not to be impressed.

Not only is it "the only National First Class hospital" in the province, it is also the home of Li Qin, a highly decorated doctor who "won the first prize for National Science and Technology Achievements."

But the website exemplifies one of the greatest dangers of the Internet: anyone can say anything.

Aggressive advertising on Chinese websites inspired an investigative team at ThePaper.cn to look deeper into the hospital and its favorite doctor. What they found was a collection of fabricated texts and digitally altered images that purport to show reporter Chen Weiqian interview-

ing Li Qin on CCTV's popular Mingjia Fangtan program.

On December 10, a producer of the Mingjia Fangtan program surnamed Wang confirmed the program has never interviewed a doctor named Li Qin.

Furthermore, the Li Qin who won the first prize for National Science and Technology Achievements is a computer scientist. The Jinan Municipal Administration of Traditional Chinese Medicine said there is no "National First Class" level for Chinese medicine hospitals.

The university from which Li Qin purportedly graduated also changed in every introduction on the hospital's website.

The associations of which Li Qin is a registered member are either of questionable



Photo by news.qq.com

legality or open to anyone who has graduated from medical school.

A hospital employee surnamed Guo said that the hospital was asked to remove its fake title and fake advertisement several months before ThePaper.cn made its report. It chose not to.

This is hardly the first case of bogus credentials in China's medical community. CCTV exposed Cui Haiyan at Beijing Yongan Traditional Chinese Medicine Hospital for having a fake diploma and fake titles only a few days before.

There are currently no regulatory processes in place to protect consumers from such exaggerated or fake advertisements. ■



# Leukemia Patient Faces Charges for Importing Life-Saving Medicine

BY SHU PENGQIAN

**L**eukemia patients around the country are carefully watching the trial of Lu Yong, the first man to ever face criminal charges for selling Indian medicine in China.

Lu, who has been struggling with leukemia for more than a decade, faces charges of credit card fraud and selling fake medicine. His trial was scheduled to begin on November 28 but it has been bumped to an unknown date on account of his health.

Hundreds of leukemia patients and their relatives signed and submitted a joint letter to the court begging for Lu to be exempted from criminal penalty.

Lu was diagnosed with chronic myeloid leukemia in 2002. Following his doctor's recommendation, Lu began the search for a bone marrow donor and started taking Gleevec, a cancer-fighting drug manufactured by Swiss Novartis Pharmaceutical Company. A single box of Gleevec costs 23,000 yuan on the domestic market and it is not covered by state insurance.

"During my first two years of treatment I took on 800,000 yuan of debt to pay for my medicine," Lu told a reporter at *Huangshang Newspaper*. "I could hardly continue."

In 2004, Lu found a substitute for Gleevec. "By chance, I read an English report on the Internet. It said many leukemia patients in Korea use a version of the medicine produced by the Indian Pharma-



Photo by ThePaper.cn

ceutical Company," he said.

Called Veenat, the drug is known to Chinese leukemia patients as "Indian Gleevec." Its cost has fallen from 3,000 yuan per box to only 200 yuan during the last decade.

Lu first purchased Veenat through an online medicine retailer in Japan. After three months on the drug, he found his symptoms had improved dramatically. He then started to purchase it from Indian Pharmaceutical Company directly with the help of his business contacts in India.

Other Chinese leukemia patients were eager to try the medicine, but most lacked the English skills necessary to purchase it from abroad. Lu gradually became a middleman, helping them to bulk order the drug from the Indian company. Later, in order to make payments easier, he took out several credit cards at the bank to use for resolving Internet transactions.

It was the cards that led to his arrest.

"I had no idea the online platform I used to resolve payments was run by an illegal group engaged in buying and selling

credit cards. The police suddenly showed up at my door," Lu said.

While Lu admits to being an unwitting participant in credit fraud, he rejects the charge that he was selling fake medicine.

"It's not fake medicine when you consider its curative effects. I was not even making money from its sale," he said.

China's drug laws define "fake medicine" as any drug manufactured or imported without the government's approval.

Veenat is prohibited from being imported on account of patent protection. Chinese leukemia patients who are unable to afford Swiss Gleevec are forced to rely on "underground trading" to stay alive. Faced with a choice between the black market and certain death, few choose to greet the reaper.

"High medicine prices are the heart of the issue," said Xiao Zesheng, a professor at Nanjing University. Strong regulations to rein in drug prices will be the only way to cut off the underground demand. ■



## Market's Closure Tightens City's Dog Meat Supply

Beijing police and chengguan closed down an illegal live animal market where live dogs were skinned and sold for meat at 700 yuan per head.

Located near Gaoliming Market, the improvised Saturday market was primarily frequented by Korean residents. Ten vehicles were used to sell dogs for meat, and most of the animals were larger breeds like German shepherds.

Officials said the market was a frequent cause of traffic congestion, and that the discarding of dog pelts and unwanted organs in a nearby park posed a public health hazard.

Dog meat is valued in Chinese medicine as a "warming" food. It is especially popular in the cold winter months.

(*The Mirror*)

## Guangzhou Man Scales Bridge for Sleep

Emergency workers were called out at 10 am on Monday morning when a 20-year-old man in a black shirt and jeans scaled the steel frames of Haizhu Bridge in Guangzhou's Yuexiu district.

While many assumed it was a suicide attempt, the man showed no intention of jumping. Instead, he took off his shirt and went to sleep with his head resting on one of the crossbars.

Security personnel watched the man nap until 7:30 pm, after which point they called in firefighters to retrieve him with a ladder.

(*People's Daily*)

## Unruly Chinese Passengers Arrested in Thailand

A couple from Anhui who threatened to bomb their own flight were arrested in Bangkok on December 11.

The drama occurred on Flight FD901 from Bangkok to Nanjing when the man and woman demanded a stewardess rearrange the seats of other passengers to help them sit together. While the stewardess did manage to find them a pair of adjacent seats, the man and woman remained unhappy.

During dinner service, the female passenger hurled her cup of hot noodles at the stewardess and threatened to jump out of the airplane while the male passenger, reportedly surnamed Feng, threatened to blow up the plane.

The pilot turned the plane around and the two were arrested upon landing.

(*The Paper*)

## Hefei Hopes Ropes Will Stop Jaywalkers

The city of Hefei is recruiting volunteer traffic conductors to rein in its jaywalkers with ropes.

Ropes stretch across intersections and are manned by teams of four volunteers from 7-9 am, 11 am-1 pm and from 4-6 pm. All are given basic instruction in how to deal with confrontational pedestrians and cyclists.

Police said jaywalking has been on the rise in the city, and pedestrians and cyclists are at the root of many traffic accidents.

(*iFeng*)

# Regulators Approve Nation's First Private Banks

BY YANG XIN

**W**eBank, a new digital bank in which IT giant Tencent holds a 30 percent stake, was granted the first private banking license by the China Banking Regulatory Commission (CBRC) on December 12.

Apart from WeBank, another four private banks were given license by the CBRC as part of its pilot private bank project. The approved banks include Zhejiang Wangshang Bank, in which Alibaba holds a 30 percent stake, Wenzhou Minshang Bank, Tianjin Jincheng Bank and Shanghai Huarui Bank.

According to its approval, WeBank's

business scope will be centered on "absorbing deposits from the public – especially individuals and microbusinesses – and offering different terms for loans."

Industrial insiders have been pointing out problems since the initial announcement.

"Taking deposits might be the biggest challenge for WeBank after it's open for business," said Li Peijia, a researcher at the International Finance Research Institute under Bank of China. As an emerging market player, the private banks lack credit support and have weak confidence from depositors.



Photo by CFP

WeBank's opening highlights a growing interest on Internet finance. Positioning itself as an Internet bank, WeBank will have no physical outlets and will operate all its banking business online.

Even with considerable effort to control operation costs, it remains doubtful whether WeBank can win enough business considering the fierce market competition in the Qianhai district of Shenzhen alone.

Zhang Ping, assistant commissioner of the investment promotion commission of Qianhai said 346 Internet finance companies are registered in Qianhai. ■

# Kids the Top Target for Wearable Smart Device Makers

BY LYNNE WANG

**T**yping giant Sogou released its first wearable device, a children's "smart watch," on December 8. Called the Teemo, the cat-shaped watch was developed in a partnership with China Mobile and enables parents to track their child's location using GPS technology. Other functions include voice messaging over the telecom's 2G network and motion-sensing games.

Sogou is not the first to explore the wearable device market. 360, a listed IT firm best known for its antivirus program and browser, entered the market with its 360 Kids Guard last year. The device offers similar features to the Teemo and an "SOS Button" children can press in an emergency.

Despite similar features and positioning, both of the products have made an impressive performance in the market. More than 10,000 Teemos were ordered during the first hour of sale on December 15 and approximately 300,000 families have adopted 360 Kids Guard since its release in 2013.

But for most wearable device developers, the emerging market seems like a great game that no one is playing. Despite a promising future and innovative ideas, the public's reception has been cold. According to research conducted by Nielson, only 15 per-

cent of respondents who had heard of "wearable devices" had purchased a related product. Another study by Endeavour Partners found that one third of the respondents who purchased a wearable device abandoned it within six months.

It seems odd that children's wearable gadgets, the most recent newcomer to the market, have managed to buck the trend.

What makes wearable tools for kids distinct is product positioning: they do a better job of reaching the pain point of consumers' demands according to industry analysts.

"Instead of children themselves, people who pay for kids wearable devices are parents who care about their kids' safety," said Luo Yihang, an observer at PingWest.com.

"Millions of children are abducted around the world every year: even more are harmed. A device which claims it can guard children's safety is significantly appealing for parents," Luo said.

Indeed, most children's wearable tools are designed to satisfy parents' anxiety over child safety. In the case of 360 Kids Guard, the product is advertised to "always know where your children are" and prominently advertises its GPS locator, tracker and emergency alarms.

If the 360 Kids Guard's tactic is to catch parents' concern for children's protection, then Sogou's Teemo was designed to meet children's demand.

"The initial motive to develop

a specific wearable tool for children came from guilt. I had too little time to accompany my daughter and missed a lot of moments when she was growing up," said Wu Tao, the product manager of Teemo. "Communication between parents and kids is the focus, with WeChat-like voice messages and interactive games."

Security and communication are two significant selling points that ensure the popularity of children wearable tools. But whether or not wearables for kids are the next big thing or just a successful marketing campaign needs further analysis.

"The advertising focused on security and communication has covered up the problems with children wearable devices," said by Alter Lee, an independent business observer.

"The primary problem is it is a premature technology. Locating and tracking technologies have improved for several years, but without better accuracy 'child security' is a false selling point," said by Xu Hao, an analyst from Beijing-based Analysys International.

"Another technical matter is power. Students usually study eight hours per day in the school, but few of the current devices could hold that much power given they cut costs on batteries," Xu said.

Even if technology problems are resolved in the near future, the devices are only reliable when they are

worn. "Parental supervision depends on smart phones, but if that communication line breaks their children will be at risk," *IT Time Weekly* wrote in an editorial.

The devices also emphasize technology to the point of ignoring children's needs for "genuine" communication.

"Wearable devices link parents' smart phones with their children. With the rapid development of technology, young parents put a lot of trust in digital tools. Now they expect to rely on gadgets to increase intimacy and interaction with their children instead of actually spending time with them. It's kind of ironic," Lee said.

Since the release of Google Glass two years ago, wearable devices have been a popular buzzword in IT circles. Many technology firms are rushing to release new products. According to statistics from Markets & Markets, wearable devices will be an \$8.3 billion industry by 2018 with 134 million products per year.

But underneath the boom are misleading numbers and a lack of concern for users' genuine demands. "Finding a way to focus on practical innovation instead of business speculation is essential for the wearable industry," said by Yang Cheng, a reporter for *China Youth Daily*. ■



Photo by astcompany.net





Photo provided by 126.xingshuo.net

# Ministry's Words Won't Overturn Society's Opposition to Entrepreneurship

BY YANG XIN

**W**ith China's job market remaining tight, the Ministry of Education seems determined to foster students' entrepreneurial spirit.

Its new guidance manual on graduation and employment for 2015 encourages undergraduates to take some time off from school to start a business. It also calls on universities to push forward with "innovation and entrepreneurship education" and to offer financial support to students in their startups.

But while the ministry basks in applause for its innovative and progressive approach, it remains doubtful whether the new guide will actually be put into practice and whether it will yield any real benefits for students.

## Far from Reality

It's a little known fact that Chinese universities have always allowed students to pursue business ownership.

While there has never been a specific track for student entrepreneurs, those determined to open a business could apply to temporarily suspend their stud-

ies. At Xiamen University, students are allowed to push their four-year undergraduate program to seven years.

Yet cases of students taking advantage of this to start a business are extremely rare.

"A document from the ministry can hardly change this. At best, it might give a few students more entrepreneurial courage," said a spokesperson for a university in Jiangxi province.

Diplomas are supposed to be granted when a student completes the required number of credits regardless of grades or schooling time. But reality doesn't always work that way in China, and few schools will allow student entrepreneurs to suspend their studies for more than two years.

Students in China's schools are managed according to the group in which they are admitted. When they leave the group to pursue other options, they risk being demoted or tossed out when they fail to complete their clauses with the majority of their peers.

Chinese universities have been pushing for a more flexible educational system

for years, but a lack of autonomy in school governance prevents any meaningful change.

"It's possible for the university to grant students a diploma in advance. Two years off is the limit because it's the government that decides how flexible universities can be," said the head of the Youth League at Guangxi University who refused to be named.

Unless it is willing to put its support behind a credit-based approach to schooling, the ministry's latest document appears to be nothing but empty words.

## Parties Uncooperative

But even if the ministry can resolve its own bureaucratic nightmare, students still may not be willing to risk entrepreneurship.

Universities, parents and society at large do little to encourage innovators.

"Life is separated by stages. When you are in the stage of school education, your job is to focus on study instead of wandering outdoors," said a teacher at Xiamen University who refused to be named.

"Traditional thinking says that stability should be the final pursuit of students. Entrepreneurs could find themselves having a hard time explaining their decisions to parents and relatives," said Cai Zhinan, associate director of the Employment Guidance Center at Tsinghua University.

That thinking makes few parents willing to support a budding business owner.

Furthermore, the current education system in Chinese universities leaves little room for entrepreneurship. In many universities, student-initiated entrepreneurial organizations are left to help promote entrepreneurship alone without any guidance or support from professionals.

For undergraduates eager to enter the business world, initial capital is the ultimate barrier.

Yang Jun, director of Zhengzhou Micro-credit Loans Guarantee Center said that no more than four students succeeded in getting loans before graduation in all of Henan province.

Wu Yanlong was a graduate in Henan Finance and Economics University of Political Science and Law in 2012. As a typical entrepreneur, Wu Yanlong had a lot to say about students applying for start-up loans.

"Indeed, the government grants many preferential policies. The thing is, you have to go to multiple social departments for documents and licenses. The 50,000 yuan limit is far from enough. Even applying for a credit card is easier than securing a start-up loan," Wu said.

Wang Shuyun is the head of Zhengzhou Employment Guidance Center. She said there are limitations on the policies regarding start-up loans. "The policy is much too tight and lags behind the growing trend of student startups," she said.

"Most students have trouble finding a suitable guarantor. Once away from home, they have few connections in the city in which they want to start a business," said the chief of Start-up Loans Management Office at the Henan Human Resource and Social Security Center.

According to recent polls, although more than 60 percent of Chinese students are willing to start a business, less than 1 percent ever try. In the US, nearly a quarter of the students who want to start a business are able.

## What Business Brings

Li Hua, director of the Yunnan Employment Agency, is a firm supporter of undergraduates starting their own businesses.

"It goes without saying the nation is taking steps to reform its education system from being examination-oriented to application-oriented. This policy will change university students' learning behavior," Li said.

"One or two years of entrepreneurial experience will help a student learn to apply their theoretical studies and identify their personal interests for continued study," he said.

"For student entrepreneurs, it's important that we seize every opportunity," said Li Rong, an entrepreneur and student at Dalian Polytechnic University. "Now I have got one, I will continue my startup at any cost."

Li Rong said he dreams of a day he won't have to make excuses for his unusual path to education. ■





Hampton Court Palace

Photo by Historic Royal Palaces

# Britain Seeks Creative Chinese Names

BY YANG XIN



The Shard

Photo by Baidu

From actors to foods to places, China loves giving nicknames. In China, Britain's Sherlock Holmes star Benedict Cumberbatch is known as "Curly Fu" and Llanfairpwllgwyn gyll as the "Town of Riddle" for its strange name.

Now Britain hopes to draw from China's collective creativity for a few more.

Co-hosted by VisitBritain, UK Visas and Immigration (UKVI) and the Home Office, the 1.6 million Euro campaign GREAT Names for GREAT Britain calls on Chinese participants to come up with the most fitting, amusing and memorable names for Britain's most loved attractions and a range of lesser-known places across the country.

The first round covers points of interest

with a royal connection, including Kensington Palace, the former residence of Princess Diana, and The Mall, a ceremonial route in the City of Westminster. Other highlights include heritage favorites Chatsworth and Eilean Donan Castle.

But it's not just traditional tourism locations or attractions VisitBritain would like the Chinese to name. British people and objects have great resonance in China and across the world, and other nominations include the Scottish kilt and the Highland Games, along with the Loch Ness Monster, Beachy Head, Stilton Cheese, Haggis and the world famous Beefeaters.

Along with the naming campaign is the spread of helpful information on the ease of applying for a visa, and the range of

services available for Chinese customers, including super priority visa, where customers can receive their visa within 24 hours by UKVI.

"Our ambition is to get the whole of China talking about Britain. This campaign will not only increase awareness of the experiences that Britain has to offer but help encourage these valued Chinese guests to explore our nations and regions," said Sally Balcombe, chief executive at VisitBritain.

"Chinese consumers are at the very heart of this campaign, so it was important to give them the opportunity to create history and build an affinity with Britain they've never had before," said Joss Croft, marketing director of VisitBritain. "We

made sure the campaign was fully integrated around a strong social idea that will connect the Chinese with Britain and get the whole country talking."

The campaign will run through April 2015. All Chinese names recognized will be published then. Interested participants can visit the campaign website at [visitbritain.com/greatnames](http://visitbritain.com/greatnames) or follow the hashtag #greatnames# on Weibo.

Last year saw a 10 percent increase in Chinese tourism to the UK. Chinese tourists spent four times as much on their travels as tourists from other countries.

During the next five years, VisitBritain hopes to attract 650,000 Chinese tourists and generate 1.1 million euro for the economy. ■

## Australia's Visa Program Urges Chinese Youth to Take Gap Year Abroad

BY YANG XIN

Australia is marketing itself as an attractive work and holiday destination for Chinese nationals following the creation of the China-Australia Free Trade Agreement (ChAFTA).

The Australian Embassy in China said Australia would grant up to 5,000 work and holiday visas to Chinese nationals between the ages of 18 and 31 each year. The visas would allow Chinese nationals to visit Australia for up to 12 months and work for up to six months during that time.

Australia is the second country to offer such a visa after New Zealand, which offers 1,000 work and holiday visas each year.

The Australian government said the addition of China to its work and holiday program will support the country's fast-growing tourism sector and inspire job growth in rural areas, where many Australian firms will be encouraged to employ young Chinese nationals.

Specific terms and conditions have yet to be announced. The Australian Department of Immigration and Border

Protection will announce the legal and administrative procedures before applicants can apply for the new visas.

Some Chinese websites in Australia have been encouraging Chinese students to spend a gap year touring in Australia.

"I work for food and accommodations. It's normal for students holding a work and holiday visa," said a woman from Heilongjiang province who is in New Zealand on a similar visa.

In New Zealand, the minimum hourly wage is 68 yuan. By working eight hours a day and five days a week, it's easy to earn enough money to support oneself. A week's rent costs about as much as a day's pay, she said.

"My English skills improved a lot this year even though I didn't take any language classes. More importantly, I applied for a local university and successfully turned my work and holiday visa into a student visa," she said.

The work and holiday visa program would be a new option for young adults seeking a different life experience abroad. ■



Photo by Boucet International Education



# Rockwell's Art Brings Christmas to Beijing

BY YANG XIN

**T**he US Embassy and the Norman Rockwell Museum are teaming up to bring the American holiday spirit to China this Christmas in an exhibition titled "America Through the Eyes of Norman Rockwell."

With a career spanning six decades of 20th century publishing, the legendary illustrator Norman Rockwell (1894-1978) chronicled American life and celebrated the commonplace through inspiring images that portray universal human experiences with affectionate humor, dignity and kindness.

Images featured in this exhibition include Rockwell's most beloved portrayals of children at play, the cycle of life, the American family and unflinching reflections on democracy and human rights.

Created for the covers and pages of America's periodicals, Rockwell's images were intimately understood by a vast and eager audience who saw the best in themselves reflected in his art and in the stories that he chose to tell.

In the first half of the 20th century, Rockwell's images of small town life captured the antics of children and characterized everyday Americans life on the covers of dozens of *Saturday Eve-*



ning Post magazine issues.

In the 1950s and 1960s, he turned his eye to social justice and freedom, creating portraits of desegregation and racism that mirrored the turbulent social and political climate.

Inspired by President Franklin Roosevelt's 1943 address to Congress, Rockwell created the Four Freedoms paintings, which appeared in four consecutive issues of the *Saturday Evening Post* in tandem with essays by con-



Photos by TOPIT.ME

temporary writers.

Rockwell's quartet - Freedom of Speech, Freedom to Worship, Freedom from Want and Freedom from Fear - captured the hearts of the American public even as America was entrenched in a world war on two fronts.

It is believed that the beauty, warmth and integrity of Rockwell's images speak to human beings across cultures, and continue to resonate in the modern world.

Both Thomas Hodges, minister counselor of the Public Affairs Section of the US Embassy, and Sun Youzhong, vice president of Beijing Foreign Studies University (BFSU), attended the opening ceremony in the exhibition hall of BFSU. ■

## Beijing Foreign Studies University

⊙ Throughout January 15

📍 2 Xisanhuan Bei Lu, Haidian District

💎 Free

# Old Embassies the Refuge of China's Leaders and Revolutionaries

BY YANG XIN

**D**uring the early 20th century, China's embassies often went above and beyond their diplomatic functions to become shelters and asylums for the persecuted. Many served a key role in protecting China's revolutionaries during times of political turmoil.

Wang Tao (1828-1897), the first political commentator in the history of Chinese journalism, was one of the first to seek refuge on foreign soil. After failing the imperial competitive examination, Wang submitted a written advisory statement to Li Xiucheng, head of the Taiping Heavenly Kingdom (1851-1864).

When the statement was leaked to the Qing dynasty (1644-1912) government, imperial leaders began a manhunt. Diplomats in the British Consulate of Shanghai hid Wang for four months and helped spirit him abroad, where he began a 22-year exile.

After the failure of Hundred Days' Reform in 1898, Empress Dowager Cixi

ordered soldiers to catch and kill Kang Youwei and Liang Qichao, the main proponents of the reform. Kang and Liang found asylum in the Japanese Embassy and were given safe passage out of the country.

Aisin-Gioro Puyi, the last Emperor of the Qing dynasty, also came to rely on the Japanese Embassy when he was expelled from the Forbidden City in 1924.

Sun Yat-sen (1866-1925), the first president and founding father of the Republic of China, was also a frequent asylum seeker at Japanese Embassy. He fled the country to Japan some 16 times through the embassy. The embassies of the UK, Canada and US also aided him in some of his escapes.

Sheng Xuanhuai, a head of the Ministry of Postal Services and Transmissions in the late Qing dynasty, led a campaign to nationalize railway cars that threatened imperial power. To protect his government,



the emperor decided to make Sheng a scapegoat and sentenced him to death. An eight-soldier guard from the US, UK, German and France helped escort Sheng to Tianjin, where he escaped to asylum overseas.

In 1925, Li Dazhao, co-founder of the Communist Party of China, was wanted by the Beiyang Government (1912-1928) for his leadership in a series of demonstrations. To avoid persecution, he fled to the Soviet Embassy for asylum. ■



# Zombie Park Opens in Wukesong

**T**he zombie apocalypse may be on its way to China. In what is being billed as the country's first zombie-themed event, the coordinators of *Zombie is Coming* held a press conference in Wukesong's Hi-Park on December 15.

The event's creators introduced their inspiration and the activity's format and said they hope to provide a platform for urbanites to find entertainment and diversion.

As many as 600 people can play *Zombie is Coming* at once. Participants choose to play as zombies or



civilians based on their own interest. Creators said the game combines the features of mazes, escape rooms and ghost houses.

Civilian players must cooperate with others to survive the bloodthirsty zombies' attack. Zombie players with makeup and ragged clothes have the goal of killing every civilian.

To make the game more challenging and realistic, creators have designed five scenarios: "Prison" "Palace in the Fog" "Peak at the Dawn" "Escape from Danger" and "Risky Forest." While playing, participants can eat "Zombie Food" or go shopping at the "Zombie Fair." A peaceful district has been set up for those who want to take photos.

Famous DJs will be on the scene at night to spin beats for a Doomsday Party.

*Zombie is Coming* is sponsored by Huaxi International Culture and Sports Development, Beijing Hanzhi Tianxia Network Science and Technology and Beijing Zhongxuan Internet Enterprise Planning.

The activity will run from December 20 to February

1 in Hi-Park. With competitive sports, delicious food and other diversions, the zombie theme park is sure to offer Beijingers something new. ■



## InterNations Expat Network Speeds Up its China Growth

**T**he expat network InterNations is quickly becoming one of China's most popular social platforms with several branches already open. Founder and CEO Malte Zeeck recently spoke about the company and what makes InterNations so successful.

### 1. How did you come up with the idea for InterNations?

As an expat and a former television reporter in New Delhi, I know how very time consuming it is to gather all the necessary information to prepare for life abroad.

That's how my friends, who had similar experiences as consultants, and I came up with the idea to create an online platform where expats could share their experiences, meet new people and learn about the cultures of different countries and cities.

### 2. In which way is InterNations different from other expat platforms or communities?

InterNations has the largest number of members with 1.4 million in its community. Its presence in almost 400 cities allows InterNations' members to build a global network.

What sets InterNations apart from other expat networks is its combination of online and offline services. Our platform isn't only a way to connect with other expats and get information online, but our members can actually meet face-to-face at our local events and activities.

### 3. What is the general consensus about China as an expat destination?

InterNations recently conducted the InterNations Expat Insider Survey, an extensive study of expats around the globe. With close to 14,000 participants it is one of the largest surveys of its type. Questions covered such topics as



Malte Zeeck, founder of InterNations

family life, making friends and personal finances to provide a more detailed insight into the life of expats.

Out of 61 countries, China ranked 4th in the Personal Finance Index and 16th in the Working Abroad Index. The InterNations Expat Insider Survey shows China to be a very good place for business minded expats.

With China being a key global player in today's econ-

omy, more and more companies are keen on sending their employees over. About 83 percent of the respondents said they received help from their employers in obtaining a work visa, and 42 percent were also provided with housing by their employer.

### 4. In which Chinese cities does InterNations have a presence? How many members are there?

Aside from the popular expat destination of Hong Kong, InterNations has communities in Beijing, Shanghai, Chongqing, Guangzhou, Lhasa, Shenzhen, Suzhou and Tianjin. In total, there are currently about 49,400 InterNations Members living in China.

### 5. How do I become an InterNations member and what opportunities does it offer?

InterNations operates on an approval basis. You may join the community after receiving an invitation from a current member or by signing up on our website. However, all requests to join are reviewed before access to the network is granted in order to ensure that InterNations remains a network of personal trust, where data security and privacy protection are top priorities.

Members can become more involved with InterNations in various ways, such as becoming ambassadors and consuls or by participating in our volunteer program, events and activities. Our ambassadors are responsible for organizing monthly InterNations Events and are the primary contact for expats in their respective local communities. Group consuls are members who create Activity Groups for their local community and who plan regular activities. ■



## SUBSCRIBE TO BEIJING'S BEST ENGLISH NEWSPAPER JUST 70¥ FOR 26 ISSUES

SAVE  
10%

- FREE TICKETS TO ROOM ESCAPE AND THE ORIENTATION PARTY IN NOVEMBER
- FREE 12 MONTH READER'S CLUB MEMBERSHIP
- 75% OFF ACTIVITIES WITH BEIJING TODAY (DINNERS, BOOK CLUBS, PAINTBALL)
- OTHER FREE GIFTS AND STICKERS

**CALL OUR SUBSCRIPTION HOTLINE AT (010) 6590 2511 / (010) 6591 2515  
OR WRITE SUBSCRIBE@BEIJINGTODAY.COM.CN TODAY!**

